

## ABSTRACT OF THE DISCLOSURE

A system and method for displaying information to a customer during a point-of-sale transaction by showing the information about the customer's purchase and infomercial on a single display screen. A PC-based POS system with the ability to control two display units is used. The cashier uses one of the display unit while the other is targeted to the customer. The description, price, and quantity of items scanned or entered in by cashier are shown on the customer display, along with an area programmable for advertisements, promotional offers, customer discounts, coupons, or the like. As a result, the merchant will get the additional revenues from up-sells and advertisements displayed on the customer screen, while the customer can monitor the checkout process to ensure correct pricing.

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